



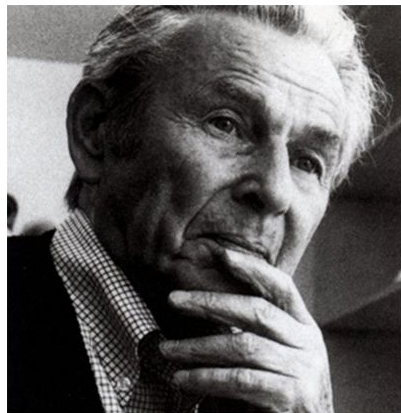
# Neue Grafik New Graphic Design Graphisme actuel

# 1958-1965

Lars Müller Publishers







# Con- tents.

15 — 33

## Getting through the door

Your CV  
Your portfolio  
Selecting your work  
What format  
PDF portfolios  
How to get through the door  
E-mailing studios  
The importance of being proactive  
Ways to open the door

37 — 56

## Interviews

What to take and show  
Know the design company's work  
What to wear  
Interview preparation  
The interview  
Ask the interviewer questions  
How to be remembered  
Internship

60 — 79

## Rules of the game

Grid systems  
Typesetting  
Fundamental rules of typography  
The importance of designing to the correct size  
The importance of designing with a pencil and paper  
Making professional presentations  
The colour-matching system

85 — 96

## Good design practice

Logo design in black and white  
Time management  
Producing work under difficult circumstances  
The ability to juggle jobs  
The importance of checking your own work  
What to do when you first get a photograph

